

Dr. Vishwanath Karad  
**MIT WORLD PEACE  
UNIVERSITY** | PUNE  
TECHNOLOGY, RESEARCH, SOCIAL INNOVATION & PARTNERSHIPS



# Department of Media and Communication

School of Liberal Arts

A University for Students'  
Life Transformation

2023 - 24

- + BA Media and Communication
- + MA Media and Communication

REACH US @

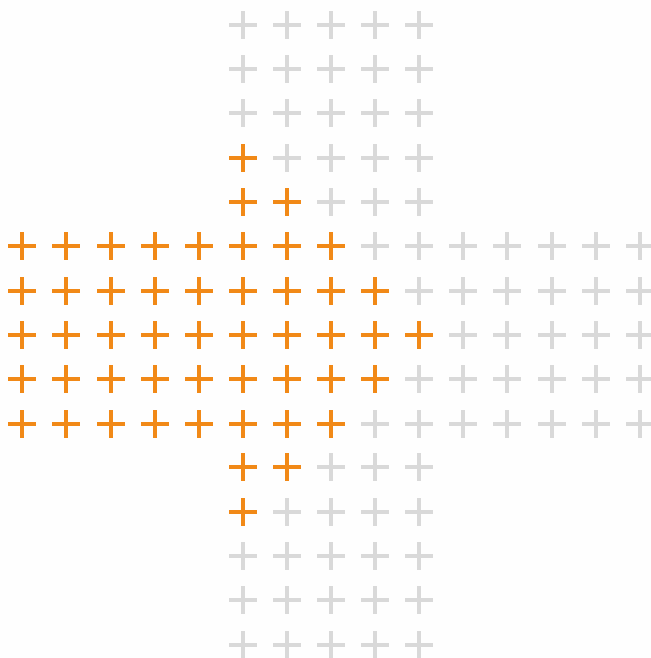


# MIT-WPU

With a rich legacy of 40 years in fostering world-class academic excellence and over 100,000 alumni across the globe, MIT-WPU is one of the premier centres of higher learning in India that offers over 150 programmes. The programmes are developed by leading Indian and international academics and focus on both theoretical and practical aspects. Students at MIT-WPU benefit from a hands-on learning approach, mentor-mentee relationships, internships, and immersion programmes that provide opportunities for real-world learning and personal growth.

## School of Liberal Arts

The School of Liberal Arts provides a multifaceted view of the world to the learners through its Departments of Liberal Arts, Education, Photography, Media and Communication and the Dadasaheb Phalke International Film Institute. It focuses on creating the synergy between political science, media and communication, photography, psychology, economics, literature, arts, various skills, and knowledge systems. It also emphasises research, analytical approach, problem solving aptitude, self-expression, and life-long learning. The School aims at developing professionals with social sensitivity and ethical approaches to empower society at all levels. The School shapes the personality of learners with applied aspects of knowledge and skills to cater to the contemporary needs of society.



**WE LIVE  
IN AN  
CREATIVE  
PROGRAM**



Dr. Vishwanath Karad

MIT WORLD PEACE UNIVERSITY

SHRI SAINT JNANESHWARA WORLD PEACE LIBRARY

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# Department of Media and Communication

Department of Media and Communication at MIT-WPU is a leading institution for media studies and journalism in the country. The department offers undergraduate and postgraduate programmes that focus on developing critical and analytical skills in students while also teaching them about the relationship between society, media, and communication. The programmes use a unique pedagogy that combines theoretical lectures, tutorials, classroom presentations, and industry-driven assignments. The curriculum is designed to prepare students for careers in the media, broadcasting, journalism, and communication industries, with a focus on emerging technologies and online media channels.

In addition to traditional classroom learning, the institute also offers hands-on projects, field trips, rural immersion programmes, and national and international study tours to enhance the learning experience. Interactive sessions with industry experts and academicians give students the opportunity to gain a deeper understanding of the dynamic media industry and become socially aware and professionally competent as they enter the corporate world.

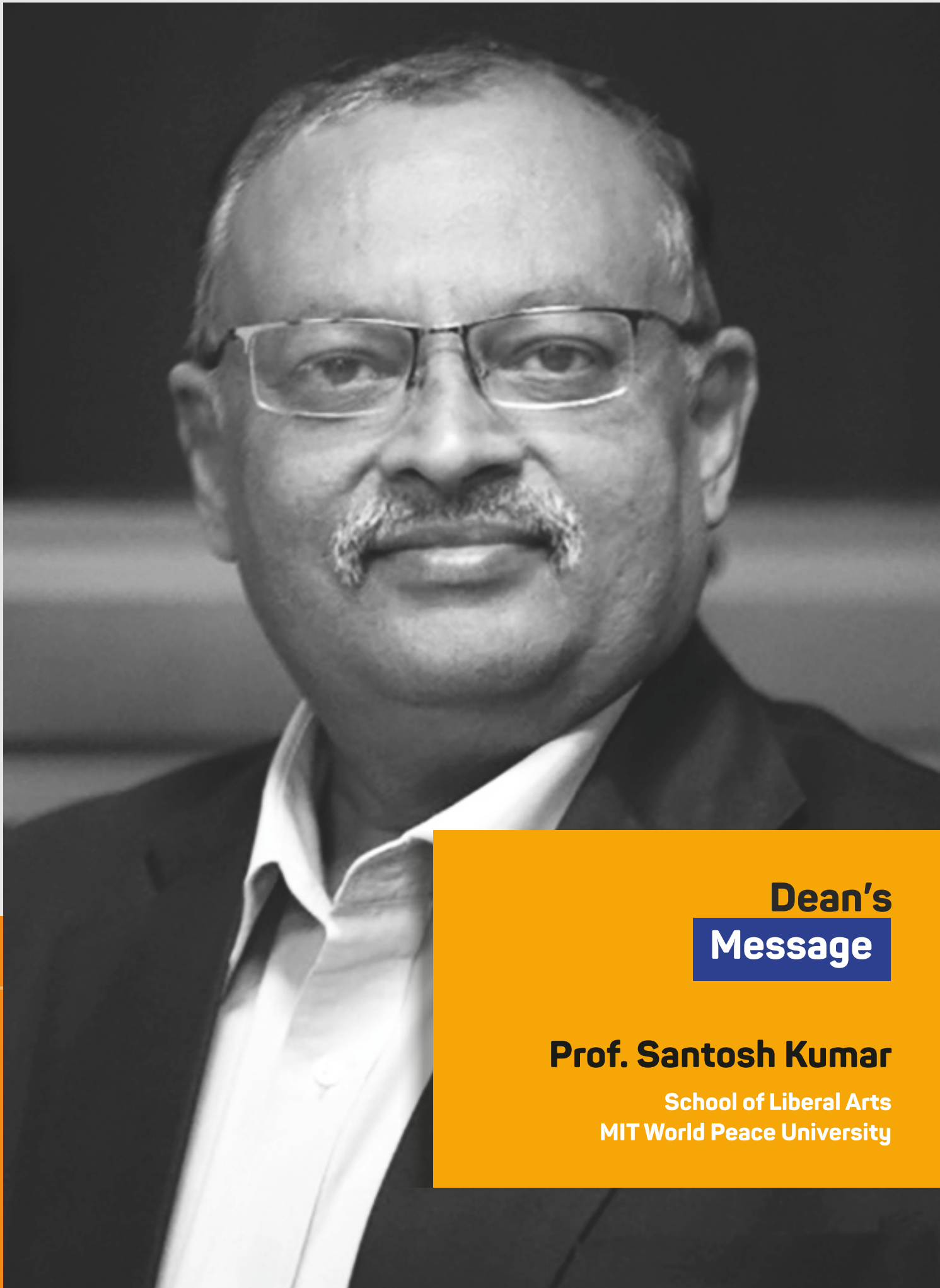
## HIGHLIGHTS

- Students get an access to well-equipped audio-visual media labs for hands-on experience and to learn the latest technologies in the field.
- Regular study tours and industry visits to TV channels, newspaper press, and ad agencies.
- Seminars and workshops on media-related and contemporary issues allow students to hear from experts in the field and learn about the latest trends, issues, and technologies in the media industry.
- Samvaad: Lecture series by industry experts can be a valuable learning opportunity for media students. These events allow students to hear from experienced professionals in the field and learn about their insights and experiences.
- National and international immersion programmes help students to develop their perspective and learn about different cultures and gain a deeper understanding.
- Internships hands-on experience and the chance to develop their skills and knowledge in a real-world setting. MIT-WPU offers 100% assistance for students to find internships with top media agencies, such as News18, Ogilvy, and HT Digital.
- More than 90 student-led clubs catering to varied interests, from technology to drama
- Encouraging entrepreneurship in students through funding, mentoring, and network connection in MIT-WPU Pune Technology Business Incubator (TBI)









**Dean's  
Message**

**Prof. Santosh Kumar**

School of Liberal Arts  
MIT World Peace University

My dear students and parents,

Welcome to the world of Liberal Arts that teaches you to think freely and help you become the person you want to be.

Let me begin with a rivetting and inspiring quote by the great thinker Plutarch, "The mind is not a vessel that needs filling, but wood that needs igniting." This has gained overwhelming relevance in the present world, which is characterised by volatility, uncertainty, complexity, and ambiguity, referred to as VUCA.

The macro-environment is progressively getting globalised, automatised, virtualised, networked, and flexible. The formal learning is shifting from 'degrees' to the 'education', which prepares the students for life in a complex, rapidly changing world. The students need to learn to think laterally and critically and communicate clearly. Effective teamwork, a significant attribute to imbibe and cultivate leadership qualities that sets them apart from others, is critical for the leaders of the future.

They need to learn how to synthesise multiple perspectives, inspired by the diversity of the human experience, by applying creativity, innovation and ethics to problem solving in all areas of life. Hence Liberal Arts, which inculcates among the students, the new skill and competencies that will become more important such as non-linear thinking, social and intercultural skills, self-management, and self-competence.

Long-term success means being flexible, adaptable, and intellectually curious. Employers need globally conscious graduates who are clear communicators, strong analytical thinkers, and consummate researchers who know how to formulate good questions and then go out and find the answers. These are all skills that studying the Liberal Arts develops. But there's more to life than work.

A strong foundation in the Liberal Arts develops patterns of thinking and doing that support intellectual growth over the course of a lifetime, whether that comes in the form of travel, supporting reading good books, having meaningful discussions with friends, or picking up a new hobby that brings fulfilment outside of working hours. In other words, studying the Liberal Arts enhances your overall quality of life, now and in the future.

School of Liberal Arts seeks to offer cutting edge, multi and inter-disciplinary majors and minors from its four constituent Units, viz., Media and Communication, Social Sciences and Humanities, Photography and Education. Each of the major offers Core from the theoretical and conceptual perspective and Electives from the point of view of specialisation and thus facilitating the professional preparedness and journey of the leaders and social technocrats of the future.

Let me end my note with quotes from two STEVES, Steve Case and Steve Jobs, which captures the essence of Liberal Arts at our University.

Steve Case, an immensely ignited mind, an American entrepreneur, investor, and businessman best known as the former Chief Executive Officer and Chairman of America Online (AOL), and he says, "I do think that a general liberal arts education, with strong foundation and vertical specialisation, is very important, particularly in an uncertain and changing world".

Steve Jobs states, "Its technology married with liberal arts, married with humanities that yields us the results that make our hearts sing"

I invite you to the challenging and exciting intellectual environment at School of Liberal Arts, MIT World Peace University, and a journey that helps YOU define yourselves today and shape YOUR future.





**Director's  
Message**

**Dhiraj Singh**

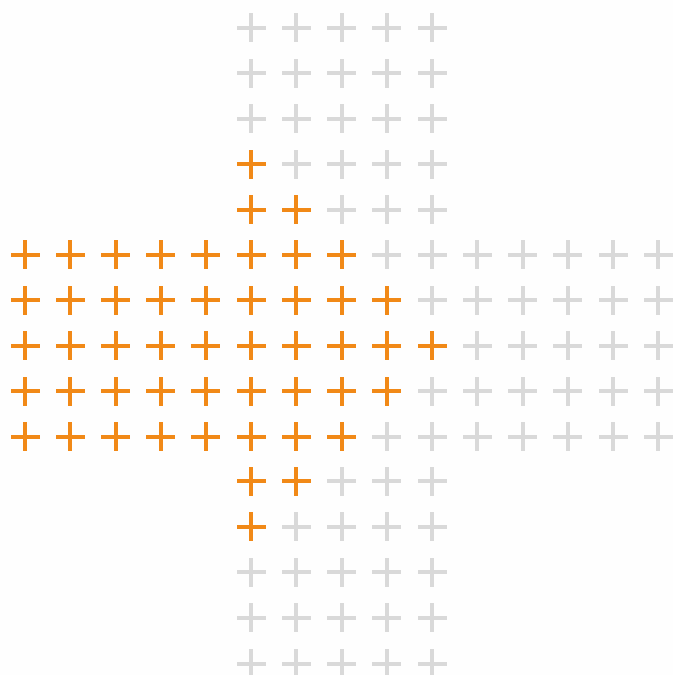
Department of  
Media and Communication

MIT-World Peace University's Department of Media and Communication aims to create a rich and varied environment for students to learn from the best professionals and peers and the latest technology.

In a world where communication is getting more and more visual and specialised, we bring a mix of practical rigour and instructional tools that combine relevant pedagogy and latest innovations to give our students an edge in a highly competitive job market. We also encourage an interdisciplinary approach whereby students are enabled to learn from a mix of subjects and disciplines. MIT-WPU's Department of Media and Communication sees itself as a catalyst in shaping young filmmakers, visual communicators, broadcasters, editors & media leaders of tomorrow. We aim for our students to achieve positions of creative influence in whichever sphere of communication that they choose.

Our mantra for our students is to become professionals primed to take on the challenges of the professional world with a high emotional quotient and social sensitivity. Towards this end we organize immersive events and activities such as workshops, talks, industry tours that ensure MIT-WPU students get a taste of the 21st century workspace.

The BA Media & Communication and MA Media & Communication programmes at MIT-WPU are unique because they are aimed at creating professionals that are trained in the latest global standards and who are connected to their industry peers and seniors. Our programmes enable students to become thorough and committed professionals in the fields of film and communication. In a short time, MIT-World Peace University's Department of Media and Communication has made a name for itself in the field of films, journalism, broadcasting, radio, advertising, PR and branding. In the years to come, I along with my able and committed faculty hope to take our Institute to even greater heights.



## BA

# Media and Communication

BA in Media and Communication programme is a comprehensive and hands-on programme that covers a wide range of topics and skills related to the media, journalism and communication incorporating the latest digital communication techniques and emerging technologies. The programme helps students to stay up-to-date with the rapidly changing media landscape.

The experiential learning opportunities, such as hands-on projects and assignments, and the option to choose between two tracks in the final year, give students the chance to tailor their education to their specific interests and career goals. The inclusion of yoga and peace studies modules ensure the holistic development of students.

Compulsory internship with top organisations in the final semester is a valuable opportunity for students to gain practical experience and make connections in the industry. The encouragement to build independent portfolios help students to showcase their skills and accomplishments to potential employers.

The BA in Media and Communication programme is well-suited to preparing students for successful careers in the media and communication industry.



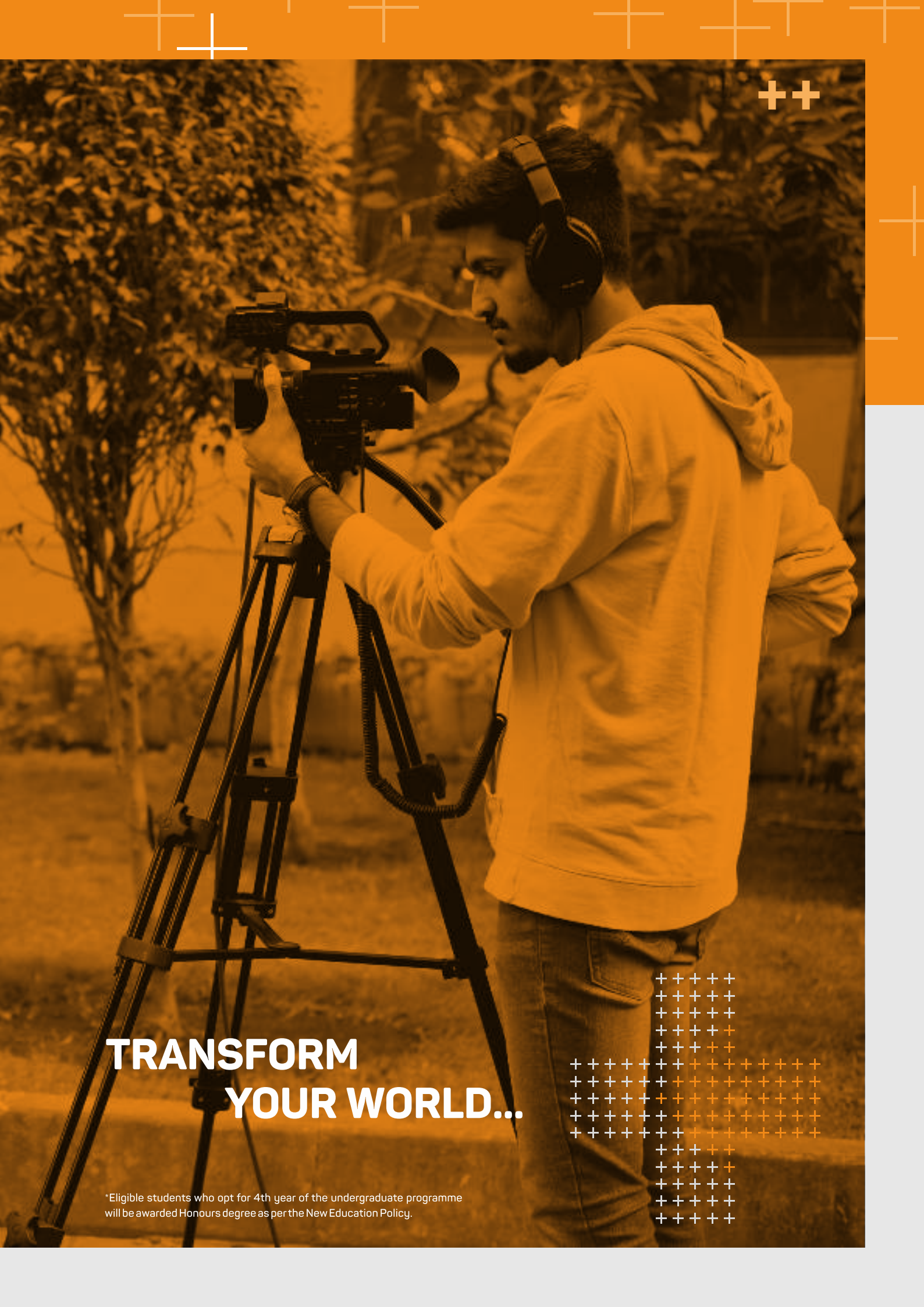
**Duration- 3 years\***



**Fees- ₹2,30,000 PA**







# TRANSFORM YOUR WORLD...



\*Eligible students who opt for 4th year of the undergraduate programme will be awarded Honours degree as per the New Education Policy.

## MA

# Media and Communication

The Masters in Media and Communication programme is a comprehensive and intensive programme that covers a wide range of topics and skills related to the media and communication industry. The programme helps students to stay up-to-date with the rapidly changing media landscape.

This programme provides a broad understanding of the various social, political, ethical, and economic issues that influence the creation of news and content on various platforms, such as social media, newspapers, and online news channels. This will help students to develop a critical understanding of the media industry and the factors that shape it.

The programme also offers a range of modules on professional photography, corporate communications, brand management, new media, graphic design, film studies, and video editing. These modules help students to develop the skills and knowledge that are necessary to succeed in a variety of media-related careers.

In addition to focusing on professional development, the programme also emphasises the holistic development of students through personality development and peace studies modules. The option to choose between two tracks in the final year allows students to tailor their education to their specific interests and career goals.



**Duration- 2 years**



**Fees- ₹2,10,000 PA**







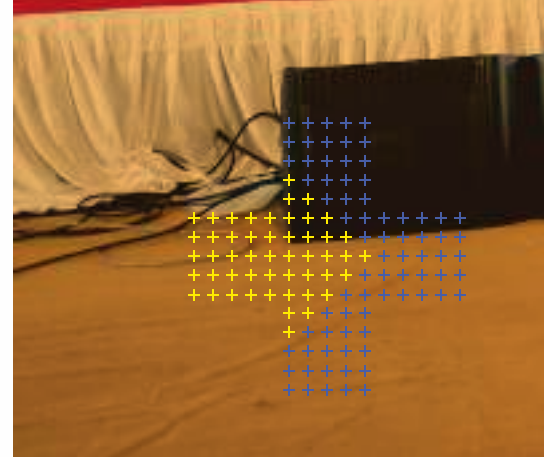


# National Conference on Media and Journalism



The National Conference on Media and Communication (NCMJ) hosted by MIT-WPU is a valuable opportunity for students to learn about the evolving nature of media, the challenges faced by the field, and the role of media in society. The conference provides a platform for leading media figures, professionals, policy-makers, academics, social observers, administrators, and peace activists to exchange viewpoints and discuss best practices in the sector.

By participating in panel discussions with experts from a variety of media fields and academic institutions, students can gain a deeper understanding of the role of media and communication in the peacebuilding process. This is a valuable learning opportunity for students of media and communication, as it provides a chance to interact with professionals from industry and academia and forge connections that can be helpful later in life.





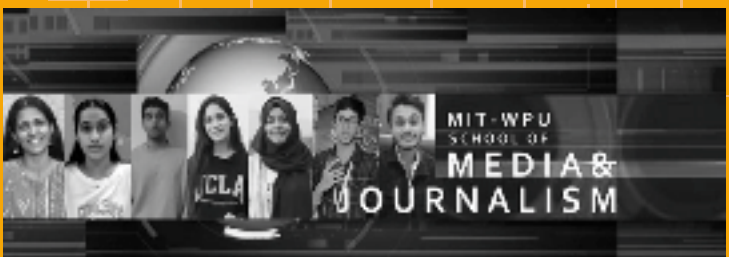
# School of Media and Communication

LOGUE • INCLUSIVITY • PEACE



## Career Avenues

- Digital Media Portals
- Social Media Content and Marketing
- TV Production Houses
- Film Production and Promotion
- Entrepreneurship
- FM Radio
- Corporate Communications
- Public Relations
- TV News
- Web and Online Portals
- Media Research
- Advertising Agencies
- Event Management Firms
- NGOs



# ELIGIBILITY



## Undergraduate Programme BA Media and Communication

- Minimum 50% aggregate score in 10+2/Class 12th or in equivalent examination with English subject (at least 45% marks, in case of Backward class category candidate belonging to Maharashtra State only).
- The selection is based on Media Report & Group Discussion for eligible candidates.

## Postgraduate Programmes MA Media & Communication

- Minimum 55% aggregate score in 3/4 year Graduation in any stream from UGC approved University or equivalent (at least 45% marks, in case of Backward class category candidate belonging to Maharashtra State only)
- The selection process for the program is based on:  
Step 1: Media Report: 2 open-ended questions (Written/Audio Visual)  
Step 2: Any current topic will be given to students. Every student will be given 3 to 5 minutes to share their thoughts followed by discussions.

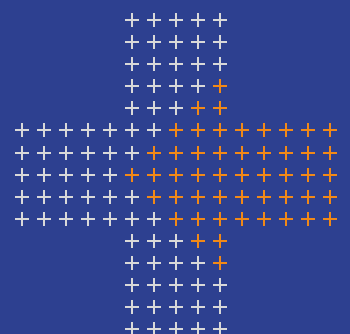
\*Note: MIT-WPU retains the right to make changes to any published schedule.

## Scholarships

MIT-WPU awards scholarships to its meritorious students based on their academic performance in requisite National/State Level Entrance Exam scores and in the MIT-WPU CET Examination, conducted by MIT-WPU, for the academic year 2023-24. These scholarships are valid for the duration of the programme\*.

The categories of Merit Scholarships are:

- Dr. Vishwanath Karad Merit Scholarship
- MIT-WPU Merit Scholarships
- Scholarships to Elite Sports person
- Scholarship Awarded to the wards of MIT-WPU/MAEER's staff members and Alumni





**\*Terms & Conditions apply:**

All Scholarships are awarded on a First Come First Serve basis

All Scholarships are awarded as fee adjustments.

To continue the scholarship for the entire duration of the programme,

a) A minimum level of the academic score has to be maintained at an 8.5 CGPA across all semesters

b) Attendance is to be maintained at a minimum of 80 percent

c) There should be no disciplinary action against the student.



**For more detailed information visit our website:**

[www.mitwpu.edu.in/Admissions](http://www.mitwpu.edu.in/Admissions)

BA Programme			
Scholarship for AY 2023-24	Dr. Vishwanath Karad Scholarship (100%)	MIT-WPU Scholarship I (50%)	MIT-WPU Scholarship II (25%)
Name of programme / Specialisation	MIT-WPU CET Percentage	MIT-WPU CET Percentage	MIT-WPU CET Percentage
BA Media & Communication	93 & Above	91 & Above	90 & Above

MA Programme						
Scholarship for AY 2023-24	Dr. Vishwanath Karad Scholarship (100%)		MIT-WPU Scholarship I (50%)		MIT-WPU Scholarship II (25%)	
Name of programme / Specialisation	Graduation Marks	XII Score	Graduation Marks	XII Score	Graduation Marks	XII Score
MA Media & Communication	90 & Above	85 & Above	86 & Above	81 & Above	84 & Above	79 & Above

## Internships

Experiential learning is an integral component of learning at MIT-WPU. The students get an opportunity to apply their knowledge and skills through a mandatory three-month industry internship incorporated within the BA and MA degrees in the last semesters. This internship aims to provide a platform to integrate classroom knowledge with related practical applications and skills in a professional ecosystem. The students get a chance to access real-world practical learning that instill critical perspectives for rewarding future career pathways.

## Placements

The Training and Placement Cell at MIT-WPU plays a crucial role in locating job opportunities for students who complete their BA, MA and Diploma by inviting reputed firms and industrial establishments for opportunities. MIT-WPU has been successful in maintaining high placement statistics over the years.

The Placement Cell organises career guidance programmes for all the students. The cell also arranges training programmes including Mock Interviews, Group Discussions, Communication Skills and multiple workshops.

## Top Recruiters

and many more ...

Highest Package **6 LPA**

# POWERING THE FUTURE



## Testimonials



**Bhoomi Kotwani**  
BA Media and Communication

MIT-WPU has a very multifaceted and versatile approach to education. One of the finest features of the University is that it focuses on comprehensive learning and experiential learning. From the infrastructure to the teaching methods, everything helps in the overall development of the students. Also, the best part is the opportunities students come across at the University. MIT-WPU offers us such great opportunities such as industry visits, field trips, immersion programmes, guest lectures, club activities, and various events which helps us develop our skill set and equips us with the practical knowledge that builds on our natural aptitudes. All in all, MIT-WPU prepares the students to step foot in the industry with confidence and advance to the top in their chosen fields.



**Ayushi Sharma**  
MA Media and Communication

It has been a matter of great pleasure and privilege to be a part of MIT-WPU of Institutions, especially a part of DoMC MIT-WPU. It has been a roller coaster ride in the university on a personal front for the first year and a great learning experience. The incredibly supportive and understanding faculties and friends have made studying and learning a fun experience. Joining this university is the best decision I have made. Surprisingly, the campus exudes warmth and liveliness like none other. Through fun, fundamental learning, friends, and faculty... time breezes with productivity. Undoubtedly, DoMC cannot be rivalled by its counterparts for the balance it has maintained between quality education and ample fun.





**Siddhi Vishal Sharma**  
BA Media and Communication

It is an extreme pleasure to be a student at the Department of Media and Communication at MIT-WPU. The faculty at DoMC has always been the helping hand and a strong backbone that has helped me develop my skills and flourish in my desired career path.

DoMC has provided us with all the equipment and allowed us to learn practically. Extracurricular activities, interesting classes and sessions from industry experts is what DoMC stands out for.



**Ritik Shah**  
BA Media and Communication

The incredible faculty of Mass Media at MIT-WPU are ever ready to help and teach with a smile. This is what has led to the results where all of us are now polished and ready to take on the world with confidence and enthusiasm. The students here are induced with confidence as we were constantly introduced to new ideas and methods. We are also always encouraged to speak out our minds and put forth our ideas, to create an open and free environment to exchange ideas. Being a part of MIT-WPU has been the experience of a lifetime that I will always cherish. I can say with confidence that the University moulded me into a professional, and above all, improved me as a person.



# Life at Campus

## Rural Immersion Programme

MIT-WPU's rural immersion programme is a unique educational opportunity that helps students understand and address the challenges faced by rural communities. During the programme, students visit a village and learn about the local culture, community, and landscape. They work on various projects, such as optimising irrigation systems, conserving and storing water, recycling waste, and using solar power, to improve the rural environment. This hands-on, real-life learning experience helps students develop critical thinking, problem-solving, and community awareness skills. It also helps them gain a deeper understanding of rural society and how their knowledge can lead to innovative solutions. Through these programmes, students learn how to bridge the gap between urban and rural areas in India.





## R.I.D.E.

R.I.D.E is a one-of-its-kind conclave annually conducted and hosted by the Innovation Club of MIT-WPU to expand the horizons of education beyond academics and open the pathway for students towards entrepreneurship. The conclave is meant to expose students to the emerging research, entrepreneurship, design thinking and innovation in various fields. The 5 day conclave witnesses a footfall of over 10,000 students and showcases over 100 start-ups from various sectors including technology, design, healthcare, agri-tech, sustainable energy and retail. More than 50 experts from the venture capital industry address students about the changing face of start-ups, innovations and the evolving market trends to encourage out-of-the-box thinking by simulating a real-world start-up environment.







INDIAN STUDENT PARLIAMENT

**Largest Classroom of India  
to evolve Future Political Leadership**



India is the largest democracy in the world and is considered to be amongst the most mature countries in the world. However, if India has to evolve as a highly developed nation, we need politics which focuses on development. To bring in this change, we need to attract youth, who are committed towards politics and are willing to embrace public life with a view to strengthen the democratic fabric of our nation.

To further this cause, with the objective of nation building, the Bharatiya Chhatra Sansad (Indian Students Parliament) was initiated by Rahul V. Karad in 2011, wherein students of the entire country can be sensitized about entering into public life or embracing active politics.

**Established in 2011  
Brainchild of Rahul V. Karad  
(Executive President - MIT-WPU)**

**Participation of  
450 Universities and  
over 12,000 students  
all over India**

In Association with



Organized By



Bharatiya Chhatra Sansad  
Foundation

Supported by







# Other Events at MIT-WPU

MIT-WPU is known for its dynamic and engaging academic and extracurricular events, which provide students with numerous opportunities to learn, grow, and get involved in their community. In addition to the well-known events R.I.D.E. and BCS, there are over 100 student-led events that take place at the university throughout the year. These events cover a wide range of interests and topics, from cultural festivals and guest lectures to community service projects and sporting events. By participating in these events, students can gain valuable skills, make new connections, and become more active and engaged members of the MIT-WPU community. Some of the events are as follows:

- Design Xpo
- Aarohan
- Kala Mehfil
- Hackathon
- National Conference on Media and Journalism
- Abhivyakti
- TEXEPHYR
- Tesla
- Techogenesis
- RoboCon
- Science Expo
- Social Leadership Development Program (SLDP)
- World Parliament of Science, Religion and Philosophy
- Bharat Asmita National Awards
- National Women's Parliament
- International Symposium on Law and Peace
- Vidhi-Manthan
- Peace Marathon
- Sports Summit

....and many more

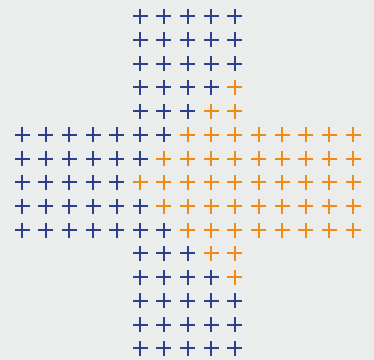








# Students' Clubs at MIT-WPU



MIT-WPU is home to a diverse and active student community, with a wide range of clubs and organisations catering to a variety of interests and passions. These student-led clubs provide opportunities for students to get involved, make new connections, and develop their leadership skills.

Majorly, there are 5 categories of clubs at MIT-WPU; cultural, social, sports, co-curricular and NCC/NSS clubs which provide students with opportunities to learn about and explore their specific areas of interest.

Some examples of clubs at MIT-WPU include:

- The Innovation Club, which hosts events and workshops related to entrepreneurship and innovation
- The Art and Photography Club, which brings together students with a shared interest in artistic expression
- The Sports Club, which organises sporting events and activities for students to participate in
- The Cultural Club, which celebrates the diversity of the MIT-WPU community and promotes cultural exchange
- Aatman - It is the only Mental Health Club of MIT-WPU, Pune, that is led by the students of the Psychology department.
- Team Dart - Team DART is a motorsports team of MIT World Peace University which annually participates in a competition named Rally Car Design Challenge (RCDC) organized by professional industry sponsors

By joining a club or team, students learn to make the most of their time while engaging their mind and developing their skills, making meaningful contributions to the community at large. These clubs also participate in national and international competitions and have won various awards, ranks and recognition on numerous platforms.



# Peace Studies

The mandatory peace studies module at MIT-WPU aims to provide students with a holistic education that integrates various disciplines for their personal development. Through this module, students gain a greater understanding of the interconnectedness and interdependence of mind, matter, spirit, and consciousness. They also learn about the critical spiritual laws that can help them develop a scientific temperament and a spirit of inquiry, as well as a sense of humanism.

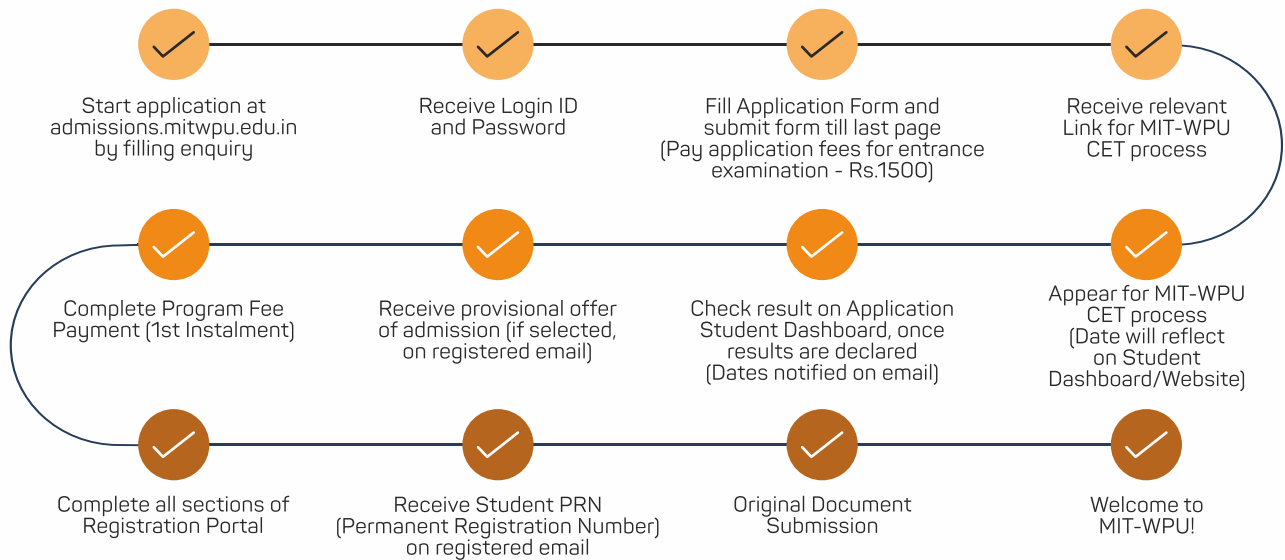
In addition, the peace studies module introduces students to various yoga practices that help them develop their information base and cognitive abilities, as well as their critical thinking skills and personality. Upon completing the course, students will have a better understanding of how elevated consciousness can positively impact human behaviour and contribute to a happier, healthier, more peaceful, and empowered world. Overall, the peace studies module aims to equip students with the knowledge and tools they need to become more conscious, compassionate, and responsible global citizens.







## Admission Process



Dr. Vishwanath Karad  
**MIT WORLD PEACE UNIVERSITY** | PUNE  
TECHNOLOGY, RESEARCH, SOCIAL INNOVATION & PARTNERSHIPS

Call  
 WhatsApp-only  
 Email  
 Website  
 Address

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 +91-9881492848  
[admissions@mitwpu.edu.in](mailto:admissions@mitwpu.edu.in)  
[admissions.mitwpu.edu.in](http://admissions.mitwpu.edu.in)  
 MIT-WPU, Kothrud, Pune

Apply online



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